

a transmissive reflector located behind said non-viewing surface of the display panel;

a diffuser for diffusing ambient light originating from outside the housing to provide diffused-ambient light inside the housing;

two or more devices for directing at least some of the diffused-ambient light through the transmissive reflector and the non-viewing surface of the display panel, the two or more devices forming sidewalls; and

a backlight mounted inside the housing behind the transmissive reflector for supplementing the ambient light directed to the rear portion of the display panel; the transmissive reflector being located between the backlight and second display panel surface.

30. (Amended) The display device of claim 28 in which the first display panel surface is a front viewing surface.

31. (Added) A transmissive display device, comprising:

a transmissive display panel positionable in a viewing position by a user and including a viewing front surface and a light-receiving rear surface;

a reflective surface that is positionable by a user to receive ambient light and reflect it toward the rear surface and through the transmissive display panel; and

a transmissive ambient light diffuser positionable by a user so that ambient light is transmitted through the diffuser to thereby cooperate with the reflective surface to provide diffuse ambient light to the rear surface of the transmissive display panel.

32. (Added) The display device of claim 31 in which the reflective surface provides diffuse reflection.

33. (Added) The display device of claim 31 further including a pivotal coupling between the transmissive display panel and the reflective surface so

that the transmissive display panel and the reflective surface are pivotable relative to each other.

34. (Added) The display of claim 33 in which the display panel in the viewing position has a bottom edge and a top edge, the pivotal coupling between the transmissive display panel and the reflective surface extending along the bottom edge of the display panel.

35. (Added) The display device of claim 33 further including a pivotal coupling between the transmissive display panel and the diffuser so that the transmissive display panel and the diffuser are pivotable relative to each other (separate from pivoting between the transmissive display panel and the reflective surface.)

36. (Added) The display device of claim 31 further including a pivotal coupling between the transmissive display panel and the diffuser so that the transmissive display panel and the diffuser are pivotable relative to each other.

37. (Added) The display of claim 36 in which the display panel in the viewing position has a bottom edge and a top edge, the pivotal coupling between the transmissive display panel and the diffuser extending along the top edge of the display panel.

38. (Added) The display of claim 31 further comprising a backlight positioned behind the transmissive display panel to selectively transmit light onto and through the light-receiving rear surface in combination with the ambient light.

39. (Added) A transmissive display device, comprising:

a transmissive display panel positioned in a viewing position and including a viewing front surface and a light-receiving rear surface;

a reflective surface that receives ambient light and reflects it toward the rear surface and through the transmissive display panel; and

a transmissive ambient light diffuser through which ambient light is transmitted, the diffuser cooperating with the reflective surface to provide diffuse ambient light to the rear surface of the transmissive display panel.

40. (Added) The display device of claim 39 in which the reflective surface provides diffuse reflection.

~~41. (Added) The display device of claim 39 further including a pivotal coupling between the transmissive display panel and the reflective surface so that the transmissive display panel and the reflective surface are pivotable relative to each other.~~

42. (Added) The display of claim 41 in which the display panel in the viewing position has a bottom edge and a top edge, the pivotal coupling between the transmissive display panel and the reflective surface extending along the bottom edge of the display panel.

~~43. (Added) The display device of claim 41 further including a pivotal coupling between the transmissive display panel and the diffuser so that the transmissive display panel and the diffuser are pivotable relative to each other separate from pivoting between the transmissive display panel and the reflective surface.~~

44. (Added) The display device of claim 39 further including a pivotal coupling between the transmissive display panel and the diffuser so that the transmissive display panel and the diffuser are pivotable relative to each other.

45. (Added) The display of claim 44 in which the display panel in the viewing position has a bottom edge and a top edge, the pivotal coupling between the transmissive display panel and the diffuser extending along the top edge of the display panel.

46. (Added) The display of claim 39 further comprising a backlight positioned behind the transmissive display panel to selectively transmit light onto and through the light-receiving rear surface in combination with the ambient light.